Social learning, communication, engagement and ICT4ag

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• Water, Land, Environment
• Natural resources
• Face complex, wicked challenges
• Competition, trade-offs, upstream, downstream, degradation, climate change
Wicked Problems

- The problem is not understood until after a solution is formulated;
- Stakeholders have different world views and different frames for understanding a problem;
- Constraints and resources to solve the problem change over time;
- The problem is never solved
What we aspire to
Collective Action

• “Like nothing else, dealing with climate change calls upon us to engage in effective collective decision making.”
Collective knowledge

• The challenge is less to determine ‘a’ solution
• Draw on many different voices and ‘knowledges’ of different stakeholders.
• Mediate a course between many perspectives
Research as usual – ask a farmer

What’s your main problem
Research as usual – ask a farmer

What’s your main problem

Feed
Research as usual – ask a farmer

What’s your main problem

I’ll go find some technology

Feed
Research as usual – look on the shelf

What feed technologies have you got?

http://classroomclipart.com
What feed technologies have you got?

Planted forage
Urea treated straw
Bypass protein
Research as usual – look on the shelf

What feed technologies have you got?

Planted forage
Urea treated straw
Bypass protein

OK, let’s try those
Participatory research

- Engages people who may otherwise be subjects of research or recipients of interventions as co-researchers
- Places the capacity for generating and using knowledge in the hands of people who are trying to improve their own lives.
But how do innovation platforms change how things are done?

- Contributes to new knowledge
- Includes different sources of knowledge
- Facilitates learning
- Builds capacity to innovate
- Encourages local actors to own the process
- Addresses wide range of issues
- Improves communication between stakeholders
- Changes habits and practices
- Empowers actors
- Leads to joint action
- Involves wider institutions, policies and markets
Conventional communication

• Crafts and sends ‘messages’ to ‘target audiences’
• Often one-way
• ‘Push delivery’ systems
• Individuals as consumers
Participatory communication

- Catalyzes ‘local’ creation, documentation, exchange and dissemination of knowledge by and of communities
- Contributes to inclusive decision making processes
Social learning

• Processes in which people learn through interacting with each other
• Since decisions need to be collective, the learning needs to be collective.
Participatory video

The Nile Basin Development Challenge (NBDC), funded by the CGIAR Challenge Program for Water and Food (CPWF), is currently working with innovation platforms to improve the resilience of rural livelihoods in the Ethiopian highlands through a landscape approach to rainwater management (RWM).

Rainwater management initiatives in Ethiopia

Community perspectives
Beyond reports
Look and learn
Empowering
Social learning
Improved beekeeping radio series makes waves in Ethiopia

Posted by Zerihun Sewunet under Agriculture, East Africa, Ethiopia, Film and video, ILRI, IPMS | Tags: apiculture, beekeeping, PARS, radio |
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In 2011, Farm Radio International conducted a Participatory Agricultural Radio Series (PARS) related to two of the commodity value chains of the Improving the Productivity and Marketing Success (IPMS) project of the International Livestock Research Institute (ILRI). The series focused on apiculture in the Tigray region, and on fruit tree production in Sidama region.

The PARS was implemented as a weekly series of 6 episodes of 30-minute radio programs related to some aspect of the apiculture value chains. Planned with input from and the participation of intended beneficiaries, the PARS engages farmers as central players to design, develop and implement a series of radio programs around an agricultural practice they deem essential to their livelihoods and overall food security.

The assessment report is here.

Here you will find the six episode program in ‘Tigrigna’ language on improved beekeeping in Tigray, Ethiopia with transcription in English:
Welcome to the Happy Strategies game

The Happy Strategies game is a participatory communication tool to engage discussion and learning around integrated rainwater management. It can be adjusted to be played with very different players: it can serve as a quick rural appraisal tool for communities, as a tool to enable exchange of knowledge between policy-makers and scientist or as a teaching tool.

The Happy Strategies game has developed as a tool for the Nile Basin Development Challenge (NBDC http://nilebdc.org), implemented by the International Water Management Institute (IWMI) and the International Livestock Research Institute (ILRI) with a whole range of local partners. The program was funded by the Challenge Program on Water and Food (CPWF http://waterandfood.org/).
Hypothesis

Many of our ICT4ag (R4D) approaches are not as ‘social’ as they could be to support participatory, collective, inclusive development processes.
Which ICT4ag approaches, tools, technologies really support engagement and participation in development processes?